

## PROFESSIONAL CARDS.

JAY TUTTLE, M. D.

PHYSICIAN AND SURGEON  
Acting Assistant Surgeon  
U. S. Marine Hospital Service.  
Office hours: 10 to 12 a.m. 1 to 4:30 p.m.  
477 Commercial Street, 2nd Floor.

Dr. RHODA C. HICKS

OSTEOPATHIST

Manell Bldg. 573 Commercial St.  
PHONE BLACK 2065.

DR. T. L. BALL,

DENTIST.

524 Commercial St. Astoria, Oregon.

DR. VAUGHAN,

DENTIST

Pyblian Building, Astoria, Oregon.

Dr. W. C. LOGAN

DENTIST

578 Commercial St., Shanahan Building

## MISCELLANEOUS.

C. J. TRENCHARD

Real Estate, Insurance, Commission  
and Shipping.

CUSTOM HOUSE BROKER.

Office 133 Ninth Street, Next to Justice Office.

ASTORIA, OREGON.

## BEST 15 CENT MEAL.

You can always find the best  
15-cent meal in the city at the  
Rising Sun Restaurant.  
612 Commercial St.

## FIRST-CLASS MEAL

for 15c; nice cake, coffee, pie, or  
doughnuts, 5c, at U. S. Restaurant.  
434 Bond St.

## BAY VIEW HOTEL

E. GLASER, Prop.

Home Cooking, Comfortable Beds, Reason-  
able Rates and Nice Treatment.

## ASTORIA HOTEL

Corner Seventeenth and Duane Sts.

75 cents a day and up. Meals  
20 cents. Board and lodging  
\$4 per week.

## WOOD! WOOD! WOOD!

Card wood, mill wood, box wood, any  
kind of wood at lowest prices. Kelly,  
the transfer man. Phone 2211 Black.  
Barn on Twelfth, opposite opera  
house.

Dr. C. Gee Wo

WONDERFUL  
HOME  
TREATMENT

This wonderful Chi-  
nese doctor is called  
great because he cures  
people without opera-  
tion. He gives you  
to do. He cures with  
these wonderful Chi-  
nese herbs, roots, barks,  
herbs and vegetables  
that are entirely un-  
known to medical sci-  
ence in this country. Through the use  
of these harmless remedies this famous doctor  
knows the action of over 500 different reme-  
dies, which he successfully uses in different  
diseases. He guarantees to cure catarrh, asth-  
ma, lung, throat, rheumatism, nervousness,  
stomach, liver, kidneys, etc.; has hundreds of  
testimonials. Charges moderate. Call and  
see him. Patients out of the city write for  
brochures and circulars. Send stamp. CONSULT-  
ATION FREE. ADDRESS

The C. Gee Wo Chinese Medicine Co.

233 Alder St., Portland, Oregon.

See Mention paper.

Occident Hotel Bar  
Billiard Hall.

Tables New and Everything  
First Class.

Finest brands of Liquors and Cigars.

50 YEARS'  
EXPERIENCE

PATENTS

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DESIGNS

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A handsomely illustrated weekly. Largest cir-  
culation of any scientific journal. Terms, \$3 a  
year; four months, \$1. Sold by all newsdealers.  
MUNN & Co. 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.

## WEEKLY NEWS

By the Ad Man.

Published hereafter every Sunday. Under this heading and reasonable  
question pertaining to publicity and store news will be printed and answered  
by our advertising manager, free of charge. Address all communications to  
"Advertising Manager, The Morning Astorian." Questions must be in before  
Friday to receive attention the following Sunday. All letters must be signed  
with the writer's full name and address, although they will not appear in  
print.

Astoria's attempt at progress is sig-  
nificantly marked by the efforts of sev-  
eral business firms who are putting in  
new store fronts and modern fixtures.  
The best newspaper advertising which  
these firms may do will be more than  
doubled in value by attractive exter-  
iors and interiors and efficient service.  
"Put your best foot forward" applies  
just as much to the store to which  
you want to draw the people as to the  
ads that get the buyer to come.

Now is the time to advertise, so as  
to get results later on.

The kind of advertising that pays  
the other fellow is not necessarily the  
kind that will be profitable for you,  
while all advertising should net the  
publisher a profit.

The cheapest advertisement is not  
always the best, nor is the largest an-  
nouncement always the biggest busi-  
ness getter.

A department store using large space  
may find it more profitable to pay a  
little more per inch and fill the space  
—not crowd it—with a number of good  
items, while a smaller establishment  
might obtain good results from a well-  
written three-inch, single column ad-  
vertisement.

The ad man will gladly talk with you  
on the subject of advertising. An in-  
terview may be had free of charge.  
Just telephone for him to the office  
of The Astorian.

Don't run away with the idea that it  
does not pay you to advertise, because  
everybody or nearly everybody buys  
in Portland or elsewhere. If you  
carry the right line of goods, and make  
known that fact in the right way, and  
keep hammering away at it, you will  
be surprised how soon the right people  
will respond.

A special sale seems to some people  
the only means to test the advertising  
value of a publication. Yet some of  
the largest national and international  
advertisers only make known their  
trade-marks and get good results. Let  
the ad man tell you the best way to  
advertise your business. His many  
years of experience are at your serv-  
ice free of charge.

Some firms spend much money in  
advertising and use poor follow-up  
methods. Stationery, booklets, cat-  
alogues, folders and announcements of  
all kinds must have good publicity  
value. Up-to-date ideas for booklets  
and catalogues and the proper com-  
pilation of same can be had at reasonable  
rates nowadays. They are worth the  
money.

A stranger coming to town, looking  
for rooms or a boarding place, aside  
from the hotels, will find it difficult to  
get the information he wants in the  
papers. Yet, wherever you go, the  
world over, the leading newspaper of  
the city or town is the method by  
which a stranger finds a temporary or  
a permanent home. Why not adver-  
tise the fact that you have a house or  
rooms to rent at the small price such  
ads cost?

Speaking of strangers, methinks that  
the property owners will find it profit-  
able to build houses for renting pur-  
poses. A newcomer does not want to  
feel that all the money of a town is  
bottled up in vacant realty. A good  
way to advertise Astoria is to let the  
stranger know that he will be able to  
find a comfortable modern cottage or  
flats which he can rent or buy. Ad-  
vertise your improved and unimproved  
property in the right manner. The  
transportation facilities to this city are

## FREE LUNCH AT THE BALTIMORE

A Generous Bill of Fare and a Jocular

Irishman.

He was Irish, so, of course, the first  
thing he looked for on the bill of fare  
in Heidelberg, was potatoes. Why an  
Irishman should go to Heidelberg for  
his luncheon does not appear, but his  
name was O'Flaherty, and he was in  
the Hotel Baltimore, says the Kansas  
City Star. He was entirely unprepared  
to say what he was going to eat, and  
his eye swiftly passed "Young sage  
hen, \$1.50" and "Roast young chicken,"  
85c. A second later he saw the word  
"free" and nearly tipped the table in  
excitement. Who ever heard of any-  
thing being "free" at the Baltimore?  
And in Heidelberg, too! But there it  
was in good black type.

The waiter brought him a napkin,

well known. The accommodation fac-  
ilities are almost unknown and lack-  
ing in number.

A good display or local advertise-  
ment in a newspaper consists of facts  
as carefully set in type as you would  
tell them to the buyer in your store.  
Anything is not good enough for an  
advertisement, any more than any-  
thing would do for your stock of goods.  
You are paying for advertisements to  
get the best possible results; at least I  
hope you are. Pay some attention to  
your announcements and get results.

Because you have tried advertising  
and it did not prove up to your satis-  
faction is no reason why you should  
not try again. A new way may be a  
better and more successful method. Let  
the ad man show you a new way.

If you want to catch the Easter  
trade don't wait until Good Friday to  
make your stock known. Advertising  
in time is just as essential as persist-  
ent publicity.

If you are going to move, improve or  
enlarge your store next month, make  
the fact known this month.

Did you ever realize that in the  
morning the housewife makes her  
plans for the day's shopping? That  
in the columns of the morning paper  
the daily necessities and luxuries are  
daily necessities and luxuries are  
searched for? The morning dailies  
everywhere carry the largest number  
of general and local advertisers. Why?  
Because the morning paper's advertise-  
ments are fresh in the shopper's mind.  
The announcements of the night be-  
fore are generally cast into oblivion  
by the fresh items of the morning  
daily. The Astorian is a morning pa-  
per, printing the Associated Press dis-  
patches and having a larger circula-  
tion than any other paper published in  
Clatsop county. It will pay you to  
investigate these claims and avail  
yourself of the publicity value of The  
Astorian.

There is no time of the year when  
advertising may advantageously be cut  
out, though there are seasons when  
the space used may be cut down.

A standing card at a low price is  
worth something, but the same space  
with text frequently changed is worth  
more money. It pays you to pay the  
difference.

Don't talk about furniture if you  
sell clothing, any more than you would  
expect a traveling man to talk pictures  
when he is selling you toys. Your  
time is worth money, so is the other  
fellow's. Talk to the point.

Mennen's Talcum Powder is widely  
advertised throughout the country. The  
Gerhard Mennen Co. is a factor in the  
advertising world today. Yet, the late  
Gerhard Mennen was an every day  
druggist, conducting a small corner  
drug store in Broad street in Newark,  
N. J., when he compounded the first  
package of his now famous Talcum  
powder.

Some of the world's largest adver-  
tisers started in small country towns,  
have accumulated wealth and are still  
doing business there.

To some people candy is candy. To  
others it is a delicious confection, put  
up in many varieties. To some people  
advertising is advertising; to others it  
is publicity worth paying for to have  
it right.

Because some people will not re-  
spond to an announcement offering \$20  
gold pieces for \$10, does not prove that  
advertising does not pay. The read-  
ers may be overstocked with the pre-  
cious metal. I am not so just adver-  
tise the \$20 eagles at the lower figure.  
I will manage to scrape up a few tens,  
to help you prove it.

butter, bread and a glass of water and

paused expectantly for the order.

"You can bring me some plain boiled  
potatoes," said the Irishman, spreading  
a piece of bread and munching it with  
relish.

"Anything else, sir?" inquired the  
waiter.

"Not right now," said the Irishman.  
"Look out that those potatoes are nice  
will you? Get mealy ones; you know  
the kind."

The waiter brought him two excellent  
specimens and he began his meal.  
The waiter asked if there was any-  
thing else.

"Why, yes; bring me an order of  
mashed potatoes—see that they are  
good—with a lump of butter melting  
on them, don't you know?"

The waiter looked a trifle dismayed

and finally asked with a tinge of sar-

casm in his voice:

"Won't you select some dessert?"

The Irishman had something of a  
twinkle in his eye as he scanned the  
bill of fare again, and he was smiling  
to himself as he remarked:

"Yes, you may bring me some of that  
old fashioned potato cake. Mother  
used to make that fine, and I always  
was fond of it. Funny they don't have  
it more at these restaurants."

The waiter stepped back as if he had  
confronted a hoodoo, and he almost  
ran to the kitchen. When he returned  
potatoes and he fell hungrily on the  
potato cake when it was placed before  
him.

"Anything else, sir?" ventured the  
waiter, timidly.

"I'll take a finger bowl, please."

And when he had lighted his cigar  
the Irishman pushed back his chair  
and moved towards the door. The  
waiter was before him in an instant  
and the guest discovered a check under  
his nose. It read: "Plain boiled po-  
tatoes 60c."

He looked at the waiter severely and  
handed him back the check.

"Something wrong here," he said.  
"I don't owe you anything. This  
check must be for someone else."

"No, sah; that's yours. That's for  
them potatoes you all had."

"Potatoes? That's all I had, wasn't  
it?"

"Yes, sah; but—"

"Well, you don't expect a man to  
pay for potatoes, do you?"

"We certainly do, sah."

"You do? Well why do you adver-  
tise them as free on the bill of fare?  
I'll never pay."

"Oh, them is only free with meat  
orders, sah; and the waiter grinned  
compassionately.

"It don't say so' and you'll never  
collect from me. Just read that."

He pointed to the one that had at-  
tracted his attention on the bill of fare.  
It read:

Old Fashioned Cake, Free.

While the waiter was studying the  
card the Irishman helped himself to a  
toothpick and walked out. The bill  
of fare still read that way yesterday.

## Frightful Suffering Relieved.

Suffering frightfully from the viru-  
lent poisons of undigested food, C. G.  
Grayson, of Lula, Miss., took Dr. King's  
New Life Pills, "with the result," he  
writes, "that I was cured." All stomach  
and bowel disorders give way to their  
tonic-laxative properties. 25c at Chas.  
Rogers' drug store, guaranteed.

Order Your  
Calendar

for 1906

OF

The J. S. Dellinger Co.

Astoria, Oregon.

Fine Line of Samples  
Now Ready.

We furnish all the latest designs at  
prices lower than Eastern Houses  
and save you the freight.

COME AND SEE US

THE J. S. DELLINGER COMPANY

ASTORIA, OREGON

BLANK BOOK MAKERS

LITHOGRAPHERS

PRINTERS LINOTYPERS

Most Complete Printing Plant in Oregon

No Contract too Large. No Job too Small

Book and Magazine Binding a Specialty